



STATE OF CONNECTICUT – COUNTY OF TOLLAND
INCORPORATED 1786

TOWN OF ELLINGTON

55 MAIN STREET – PO BOX 187
ELLINGTON, CONNECTICUT 06029-0187

www.ellington-ct.gov

TEL. (860) 870-3120 TOWN PLANNER'S OFFICE FAX (860) 870-3122

ECONOMIC DEVELOPMENT COMMISSION REGULAR MEETING MINUTES WEDNESDAY, JULY 8, 2015, 7:00 PM

PRESENT: Chairman - Sean Kelly, David Hurley (arrived at 7:13pm), Stanislav Moline (arrived at 7:12pm), Alternate-Donna Resutek and Alternate-Stefanie Cunningham (arrived 7:13pm)

ABSENT: Vice Chairman - Chris Todd and Gilbert Gamboa

STAFF

PRESENT: Lisa Houlihan, Town Planner

I. CALL TO ORDER:

Chairman Kelly called the Economic Development Commission meeting to order at 7:10p.m.

II. PUBLIC COMMENTS: NONE

III. ACTIVE BUSINESS:

1. Discussion Regarding Future Business Event

The Commission discussed the 2015 Business Showcase Survey received from the Tolland County Chamber of Commerce regarding the 20th Annual Business Showcase on April 7, 2015. Commission Todd (who could not be here tonight) was sent the survey seeking his input stressing he attended the April event. Commissioner Todd suggested that next year's showcase be arranged to dedicate one section of the facility to municipal commissions, boards, and other civic agencies.

Chairman Kelly also attended the April event and spoke in favor about the intimate setting of the event facility, but suggested future showcases be held at a venue located in Tolland County noting the Commission plans to attend next year.

NO MOTIONS OR DECISIONS

2. Report: Tolland County Chamber of Commerce

Ms. Houlihan stated the next meeting of the Chamber's Economic Development Committee is July 14, 2015 and she will attend.

Nothing more to report at this time.

NO MOTIONS OR DECISIONS

3. Report: Agricultural Initiatives

Ms. Houlihan reported on the status of the Bahler Farms Farmland Preservation Program noting that all required approvals are present and closing documents are under review. She also reported the status of the Pitney Farms, Community Farmland Preservation Program, stating an offer has been signed and the Connecticut Department of Agriculture is seeking appraisals on the property.

NO MOTIONS OR DECISIONS

4. Report: Business Directory/Business Surveys and Site Visits
 - a. Discussion regarding additional ways to advertise Shop Ellington:
 - Contacting google.
 - Request the town contact the Journal Inquirer (J.I.) to discuss advertising Shop Ellington.
 - Contact the High School's business class and inquire if a project to campaign Shop Ellington would be a project they would look into accomplishing.

The Commission discussed the above action items and asked staff to contact the J.I. about advertising opportunities for Shop Ellington and if the J.I. has a greater electronic or print presence. It was suggested that any advertisement include the Shop Ellington QR (Quick Report) code.

The Commission discussed other ways to enhance Shop Ellington's online presence and suggested working with Google to use key search words to increase online traffic. Commissioner Resutek suggested she may be able to obtain assistance from the marketing department at her work and will look into this and update staff and commissioners. Ms. Houlihan also noted Troy Ciesco, Land Use Technician, may also assist on this initiative.

Chairman Kelly stated he will contact the Ellington High School to see if the high school students would help advertise Shop Ellington as a special project.

The Commission reviewed the Shop Ellington monthly activity report for June 1 – June 30, 2015. Commissioner Hurley asked for an updated list showing the Ellington businesses that have claimed micro-sites.

The Commission discussed the Shop Ellington posters prepared by Mr. Ciesco and approved ordering a supply of them in 8 ½' x 11 and 11 x 17 sizes for posting at various town facilities (i.e. Town Hall, Annex, Library, Senior Center, etc). The Commission also suggested contacting Dianne Trueb, Ellington Farmers' Market Master, to see if a Shop Ellington poster could be displayed at the market.

The Commission reviewed the Ellington Connection schedule for 2015-16 and staff will submit an ad for the upcoming issue.

NO MOTIONS OR DECISIONS

5. Report: Tax Incentive Programs

Nothing to report.

NO MOTIONS OR DECISIONS

6. Report: Current Economic Activity

Ms. Houlihan announced that Cold Creek Brewery, LLC has received a certificate of occupancy on July 2, 2015. Jamison Boucher, owner/operator, spoke favorably about hosting a tour to inform the Commission about the products and services the establishment provides. Ms. Houlihan will follow up with Mr. Boucher to conduct a site visit on August 12, 2015, at 7pm.

Discussion ensued about ways to help advertise new businesses. The Commission agreed a standard Welcome Packet (Packet) should be created to assist new businesses. The Commission discussed what materials would be a part of the Packet recommending Shop Ellington and Tolland County Chamber membership be included.

NO MOTIONS OR DECISIONS

IV. ADMINISTRATIVE BUSINESS:

1. Approval of the May 13, 2015, meeting minutes.

MOVED (HURLEY), SECONDED (MOLINE) AND PASSED UNANIMOUSLY TO APPROVE THE MAY 13, 2015 MEETING MINUTES WITH THE FOLLOWING CHANGE:

PG. 2; PARAGRAPH 2; BULLET #2, SHOULD READ:

- **REQUEST THE TOWN CONTACT FOR THE JOURNAL INQUIRER TO DISCUSS ADVERTISING SHOP ELLINGTON.**

2. Correspondence:

- a. American Planning Association/Connecticut Chapter - New Legislation 2015.
- b. Fundamentals of Municipal Economic Development - A Transformational Approach.

Ms. Houlihan asked the Commission if they would like to schedule a training session. The Commission asked to schedule a training session and suggested that the focus be agricultural economics. The Commission also entertained coordinating a joint meeting with other municipalities with the same demographics.

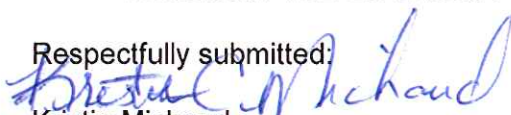
- c. Memo to the Economic Development Commission from Lisa M. Houlihan, Town Planner, dated July 1, 2015 (2015-2016 Ellington Connection Schedule).

SO NOTED

V. ADJOURNMENT:

MOVED (HURLEY), SECONDED (CUNNINGHAM) AND PASSED UNANIMOUSLY TO ADJOURN THE ECONOMIC DEVELOPMENT COMMISSION MEETING AT 7:56 P.M.

Respectfully submitted:



Kristin Michaud
Recording Secretary